

## Co-op education now part of all business programs

Co-op education is now part of each program within the School of Business, a first at George Brown College. The creation of a Co-op Education Office has expanded the Business and Creative Arts (BCA) staff to include the recent appointments of Marilou Martin, Susan Martin and Tania Davidson.

Co-op education is distinct from the job placements and other work experiences previously available to Business students, which were held within an academic term and were sometimes unpaid. Co-op students will have full-time paid work positions that extend through a full term.

The School of Business has been planning the integration of co-op into the programs for the last 18 months, and everyone is enthusiastic about the relationships the co-op programs will develop between the students, the employers and the College. "Co-op education is a good incentive for students to come to George Brown," Leo Suokas, Chair of the School of Business, says. "Our students have been asking us for it."

The postgraduate Marketing programs now require their students to take a co-op term between their first and second academic terms. Students who entered these programs in September will be the first to begin work terms in January.

Students within three-year programs in Business Administration or the Centre

for Financial Services now have co-op education as an option. Provided that they meet the academic requirements for the co-op option in their first term, these students can choose to work for one term in each of their three years. After completing three work terms, these students will graduate with "Co-op" on their diplomas, work experience, and industry contacts.

Because students enter their programs in each of the three terms, the School of Business will soon be placing students in work positions throughout the year.

Marilou Martin is meeting the challenges of this new co-op program as BCA's full-time Co-op Education Officer. She is known for her previous work at the College and the support union and brings her varied experience in job placement and training to the new position.

Susan Martin is helping with the start-up of the program, bringing her experience in co-op education to George Brown as an administrative consultant.

Finally, Tania Davidson joins the Co-op Education Office to offer clerical support. Davidson is a graduate of the College's Human Resources program and a former work/study student.

The new office is located at the rear entrance of Room 313A at 200 King St. E. The office is open between 8 am and 4 pm from Mondays to Fridays.



**INAUGURAL GBC FOUNDATION CRYSTAL APPLE AWARDS CELEBRATE TEACHING EXCELLENCE** More than 100 staff, students and guests attended the evening reception at Siegfried's Dining Room on October 18. Five of the seven winners surround founding donor Paul C. Carder (from left): Doug LaPorte, Wing-Ki Chan, Carder, Judy Ercolini, Marianne Marando, and Chef Ian Gallacher. Recipients Sue Brown and Tom Malcomson were unable to attend.

## New City College web form helps focus student inquiries

Part of the strategy for achieving our enrolment goals is to develop and implement inquiry management tools.

The intent is to proactively manage student inquiries to increase applications and choice by implementing a college-wide inquiry tracking system.

In the short term, a simple web-based inquiry form has been developed. Using this form, staff who routinely answer inquiries about the College and its programs will be able to complete a form on-line while the contact is taking place.

The form prompts the College staff member to collect specific information while answering questions.

This ensures that we are gathering similar information from each contact.

When the contact is broken and the form submitted, the resulting data is transmitted immediately to the Call Centre where appropriate follow-up can be initiated. The information gathered is stored in a database so that it can be analyzed in greater detail and an ongoing process of tracking and communication can take place.

A similar on-line form is being developed for external use. Web site visitors will be able to submit the form to request additional information about the College, its programs and processes.

# Nursing student competes in international beauty pageant

Nursing Diploma student Terri-Lynn Yee took inspiration from her professors to an international beauty pageant in Montreal last weekend. Yee competed for the title of Miss Global Petite 2001 against women representing 29 other countries and returned home with the Miss Congeniality crown.

The excitement of the competition captured Yee in August with her surprise selection as the Canadian representative. The executive producer of the Miss America pageant chose her as Miss Global Petite Canada behind the scenes at Binibining of the World, a beauty contest held annually in Toronto. The Petite competition, for women 5'6" and under, is one of three at the Global Beauty Quest pageant, which also includes divisions for taller contestants and for teens.

Undaunted by the competitive element of the pageant,



Yee thinks of it as an opportunity to celebrate multiculturalism. "The pageant allows me to promote my heritage," she said. "It's a celebration of womanhood and multiculturalism among our nations, emphasizing women from different cultures."

Yee attributes her poise to her experience at The City College. "As a nursing student, I've grown a lot as an individual over the last two years," she says. "I don't need to rely on pageants to gain confidence; I can flaunt my confidence there because I've built it up at George

Brown."

In particular, Yee looks to her nursing professors as role models, finding inspiration from their classes when she is faced with challenges. From them, she has gained an appreciation for persistence and a drive for perfection. "There are no excuses for imperfection when it comes to patient care," she says.

This persistence and drive for perfection are evident from Yee's past success in beauty pageants. She began studying Tahitian Ote'a dance only a month before entering Toronto's Prettiest Philipinas in August - where she won the Miss Talent crown. She is also self-taught on three of the five classical instruments she plays, a musical hobby which she balances with what she calls her obsession with country music.

As a future health professional, Yee is aware of the common image of beauty

queens as unhealthy thin, but she is quick to defend both the contestants and the pageants. While she suspects that some contestants have had plastic surgery, she points out that most demonstrate the events' encouragement of diversity and individuality. "Pageants have accepted contestants as they are, and I wouldn't participate in a pageant which didn't accept different body shapes and metabolisms," she says.

From her nursing perspective, Yee hopes that the diverse women who participated in Global Beauty Quest will "allow the audience to accept their own genealogy, and help promote global unity." From such multicultural events, she has gained "an appreciation for how genetics and geographical location can affect one's health" - an appreciation she will bring back to her final year in the Nursing program.

## Notre Dame students win high school cooking competition

A team of four students from Notre Dame Secondary School in Burlington cooked up a winner in the October 24 'Ready, Set, Cook & Win' contest, hosted by the School of Hospitality & Tourism.

Sonia Cabral, LaTanya Grant, Lindsay Pereira, and Tina Reid were each awarded \$2,000 scholarships, equivalent to first year's tuition, to the George Brown Hospitality & Tourism Centre. They were coached by David Ladouceur and Maria Stojadinovic.

Christina Haley, Tyler Isackson, Michael McKay and Laura Mitchell from Oshawa Central Collegiate took second place and \$750 scholarships.

Third place went to Tauheed Ali, Leen Ghazlani, Jeff Hrycyk and Nicole Moore

from Mississauga's Meadowvale Secondary School; they received \$350 scholarships.

Emily Kert-Kuzmich and Sovian Morgan of Emery Collegiate in North York got an honourable mention from Dean John Walker for taking part when the rest of their team pulled out.

The challenge was to create a four-course meal for four adults for less than \$50. Ten teams began preparing their meals at 3 pm. The winners were announced at 6:30 pm.

The celebrity and media judging panel was made up of: Christine Chamberlain, President's Choice; Mark Dailey, CITY-TV; Donna Doohar, Owner, Mildred Pierce Restaurant; John Higgins, Executive Chef,

The Royal Meridian King Edward Hotel; Derek Lawday, Crowne Plaza Toronto Hotel, and Justin Smallbridge, Toronto Business Journal.

The event received extensive local media coverage, with brief television reports on CBLF-TV, CITY-TV and a picture in *The Toronto Star*.



The winners pose with their copies of *The Great Book of Buffets* and their medals (from left): Lindsay Pereira, Sonia Cabral, Tina Reid and LaTanya Grant. All are students at Notre Dame Secondary School.

# More photos from Hospitality & Tourism's first 'Ready, Set, Cook & Win' contest

(Right photo): The second place team from Oshawa Central Collegiate at work on their menu.



(Above, from left): LaTanya Grant and Sonia Cabral prepare their team's gold medal winning chicken entrée as their coaches Maria Stojadinovic and David Ladouceur look on in one of the hospitality kitchens. (Right photo): The 10 teams displayed their full creations for other competitors and spectators to see.



A behind-the-scenes peek at the judging team as they evaluate the dessert course: (from left) Justin Smallbridge, Donna Doher, Christine Chamberlain, student volunteers Bill Xanthopoulos and Kyle Julien, head judge John Higgins, and Derek Lawday. The sixth judge, Mark Dailey, is not pictured here.

## UNITED WAY CAMPAIGN GOAL TO REACH \$56,000

The City College has already raised \$28,000 for its United Way Campaign during the Advanced Leadership Campaign. Over the next three weeks, through the General Staff Phase, our goal is to raise an additional \$28,000 for a campaign total of \$56,000.

We hope every staff member will support this year's campaign. It's one way each of us can contribute to the well-being of our city. Watch for your pledge form.

## FOR COLLEGE STAFF WITH 10 or 15 YEARS SERVICE ...

The annual Employee Service Recognition Awards are being held from 4 to 6 pm on November 12 for staff who will be celebrating their 10th or 15th year of full-time employment at the College in 2001. The awards will be presented at a wine and cheese reception with College President Frank Soroichinsky.

Employees who believe they are eligible for an award but have not yet received their invitation from Human Resources should contact Sylvia Rossi at ext. 4473 or [srossi@gbrown.on.ca](mailto:srossi@gbrown.on.ca)

## CITY COLLEGE REACHES OUT TO HOMELESS MAN

The City College is participating in *The Toronto Sun's* pilot project to provide housing, support and counselling to a homeless person.

Bob Gaspar, Program Coordinator for the College's Denturism program, offered to provide a set of dentures to the homeless man at no charge through the College's denturism clinic.

# VISION 2003 - "On the Road to Excellence" - Staff visit other colleges to see best practices

"They're a very happy crew at Seneca. Collaboration seems to be the big word there, between management, staff and students. They all worked together to start the new York Campus."

Michael McKenna

"Our tour of Niagara College focused on partnerships and the day was jam-packed. We experienced some extraordinary technical facilities like the Centre for Advance Visualization, a virtual reality experience par excellence and the video production unit at the Centre for Policing and Community Safety Studies."

Maureen Hynes

"I'd do it again in a flash!"

Dawn Chandelier

"Our visit to Georgian was an excellent, enlightening experience, and gave me an opportunity to compare the differences/similarities between the two colleges."

For me, some of the obvious differences were: the student population at Georgian is very young -- there are few 'mature' students; and compared to our College, Georgian seems to have very little diversity in their college staff and students."

Krystyna Randell

"Collaboration, planning, and technology will be the route to The City College's success."

Juanita Simeon

"Your tour caused considerable interest among our staff."

Janice Priest,  
Georgian College

More than 150 staff went "On the Road to Excellence" to see state-of-the-art facilities, meet staff leaders and learn about the best practices of four other colleges during Intersession Week.

25 staff traveled to Georgian College in Barrie, 29 went to Monroe College in Rochester, NY, 35 visited Seneca College in Toronto and 55

toured Niagara College in Niagara/Welland. The Monroe and Niagara tours were fully booked with about 20 staff on the waiting list.

Each tour was led by a team of City College staff facilitators: Georgian - Mary Hofweller and Hilde Zimmer; Monroe - Judi Linton and Barbara Dyce; Seneca - Kwan Ho Leung and Johanne

Clare; and Niagara - Susan Heximer and Brenda Pipitono. The trips were arranged and hosted through the Office of the Vice-President Academic at each host college.

The goal was to spark imaginations and generate new ideas about how staff can make Vision 2003 a reality at George Brown. "I know I learn best when I can see something firsthand" said Michael Cooke, Vice-President, Academic Excellence. "The tours offered a large number of our staff a valuable opportunity to look at George Brown from the outside in and to learn how other colleges are creating their future."

(Left): Some of the 35 City College staff who visited the Newnham and the new York Campus of Seneca College.



(Above): Library technician Zameri Neshaw rests in a chair full of glued textbooks at Georgian College in Barrie.



(Above left): One of Niagara College's premier programs in its Landscape Technician program, part of its School of Horticulture and Agribusiness. The best students, like those seen here, are chosen to work in the College's greenhouse in the work study program. (Above): Most of the 29 George Brown College staff who spent two days at Rochester's Monroe College. Monroe is one of the 700-member League for Innovation in the Community College.



# VISION 2003 - "On the Road to Excellence" - Highlights of the four October 2001 bus tours

(Right): Staff visited the Centre for Automotive Parts Expertise, one of the Centres of Excellence at Georgian College.

(Below): Brian Dawe enjoys a snack at the Chateau des Charmes wine tasting that was part of the Niagara College tour.

(Below right): Colleen Mahy (far right) a professor in GBC's General Arts & Science program, checks out a class at Monroe College. This classroom is outfitted with special desks that have the computer monitors concealed beneath the surface.

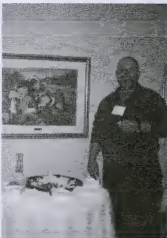


"Niagara College really seemed to have fine tuned the concept of a 'partnership' and in turn the concept of a community college, too!"

Laura Lothian-Bryant

"The trip to Monroe College not only allowed me the opportunity to see new methods of supporting and helping students succeed, but also made me feel proud about what our department, Student Affairs, has been doing over the past years."

Alex Barbier



"I got ideas on how to make George Brown College a better place to be for students, for workers and the community."

Cecilia Marquez

"The tours to Seneca and Monroe were a great learning experience and also helped broaden our horizons. 'Student Success' is the key to the success of the college."

Anjana Shah.

"It was interesting to learn that Georgian College has 27 university transfer agreements with Canadian and International Universities."

Terry Carroll

"From the Monroe tour I learned I'm happy to be teaching at 'the CITY college'."

At GBC we've already got some of the structure in place to be an access college, committed to student success. We just have to pull it all together."

Ailsa Kay



The group that visited Georgian College on October 22 gather around tour leader Mary Hofweiller (front row, centre, in white turtleneck and dark jacket). The other tour leader, Hilde Zimmer, was behind the camera.

# VISION 2003 - "Success in the City" -

## Excerpts from the President's October 3 address

These are selections from President Frank Sorochinsky's address at the Isabel Bader Theatre. The full text and images are on the City College intranet site at <http://132.132.3.1>

Today, we have an opportunity to explore what it is that defines us. We'll look at our future to feel good about what we see on the horizon and to feel good about the path that we will take together...

I believe strongly that within the next two years we have an unprecedented opportunity to become the best College in our class in the eyes and the minds of our students and the communities we serve and how we feel about each other and about ourselves. I'm going to spend some time today describing what that future will look like. But let's begin by exploring what it is that defines us.

At the **core of our vision** is the idea of the city. It's a simple statement but one with profound implications for us...

For some time, we've called ourselves The City College. Over time, we've put more and more emphasis on it. It likely started with location. We're in the city; the other metro colleges are in the suburbs. So it follows that we're the City College. However, if we acknowledge the place of our College, the place our College already occupies in the city, we know that it's much more than location.

**We're woven into the economic and social fabric of the city** in a way that is unique among colleges. Our College works with a broad range of community partners and in concrete ways, including longstanding relationships with various industry sectors, the labour movement and

some 1,500 social agencies across the city...

The idea of the City College isn't a particularly new one but to have the city define and drive our future like never before is a new vision for our College... **to be seen and thought of as the City's College.**

Let's look at how our educational offerings match up with the industry clusters that will drive the city and the region's economy. I think it's an incredible match.

Our new **Centre for Financial Services** **Excellence** is right on target. So it will not only meet, but anticipate and exceed expectations of the financial services community in the future.

As mentioned earlier, the business and professional services cluster includes design and new media. Our developing **Centre of Excellence in Design** will be a perfect fit.

And what about information technology and telecommunications? Our **Centre for Advanced Microelectronics** is unique in all of Canada. It has attracted facility, equipment, development and start-up support from both industry and government. We are well prepared for developing semiconductor education...

Our developing Centres of Excellence in the tourism cluster, our **Chef School** and the **School of Hospitality & Tourism Management**, build on a proud history of leadership in hospitality education and will take us to new levels.

The media cluster includes

theatre. Our **School of Performing Arts**, while not large in numbers of students, is huge in quality.

The apparel and textile cluster includes fashion. And I'm so excited about the recent developments within our **fashion programs** and I'm confident that the creativity and innovation of our faculty, support staff and the manage-



ment associated with these programs will turn them into a Centre of Excellence...

**But what about the fit with Toronto's social/infrastructure clusters?**

Our College's strong ties with both health care and community service providers across the city is long-standing. Two of the drivers for health care across Canada are health care reform, developing a sustainable system, and the health care human resource crisis. And it is a crisis. There are severe shortages in all health care professions. Toronto, because of its high population base, will be seriously affected by these shortages.

At The City College, we are rising to the occasion. Examples include increasing enrolment significantly in nursing programs and expanding into a collaborative program with Ryerson University for baccalaureate-prepared nurses.

**The themes of counseling,**

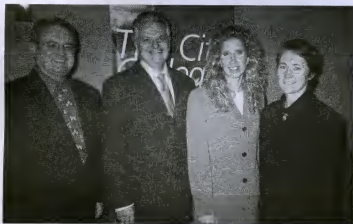
**advocacy and community development** run through our community service programs. It is through these programs that our College is partnered with some 1,500 social service agencies across the city...

No college is better positioned to **not only embrace and celebrate diversity, but to make it a strategic asset**, one that benefits our students, our staff and the College as a whole. I want employers to place a premium on our graduates because they have demonstrated their ability to work well with fellow students from varied backgrounds and are able to apply that ability to make diversity an asset in the employer's organization...

**Clearly, our students are the key to our contribution to the economic and social well-being of the city.** Our contribution will depend on our ability to match students' needs with the appropriate courses, content, form of delivery and the programs that will maximize their potential and best prepare them to make an important difference in the workplace and in the community.

It will depend on our ability to advise, counsel and support them... throughout their time with us, to ensure that it is not just an education that they get, but an experience within the College, with employers in their fields of study and in the city.

I believe, most importantly, it will depend on our ability, as a whole College, to shift our orientation from our perception to the perception of students, to see this educational opportunity and experience through students' eyes rather than through our own.



**DEPUTY MINISTER DINES DOWNTOWN:** The College hosted more than 50 Toronto-area high school principals for a special luncheon on October 24. The event, held at Siegfried's Dining Room, included addresses by Kevin Costante, Deputy Minister, Ministry of Training, Colleges and Universities, and a keynote presentation by Sharon Berman, Acting Director, Universities Branch, who spoke about the government's preparations for the 2003 double cohort. Pictured above (from left) Costante, GBC President Frank Sorochinsky, Berman, and Frances Lamb, Manager of Program & Policy Unit.

## Diversity workshops offer other perspectives

In response to last year's Diversity Survey, the College's Diversity, Equity and Safety Committee has designed a series of workshops, the first of which took place on the St. James Campus on October 22.

The workshops are being run by staff from The Catalyst Centre, an independent Toronto organization that celebrates and promotes innovative learning, popular education, research and community development to advance positive social change.

For more on The Catalyst Centre, look up their website

at [www.catalystcentre.ca](http://www.catalystcentre.ca)

The format of these workshops includes a quick greeting by College President Frank Sorochinsky, naming the diversity issues that apply to the College, and analyzing these issues and proposing potential action steps.

Stacey Gray, Acting Manager, Budget, Systems, and Student Services, Faculty of Community Services and Health Services, was one of 15 staff who attended the October workshop.

She said the session was valuable as a networking opportunity -- "we had people there from all sectors of the College from administration and support staff to faculty" -- as well as a chance to look at diversity issues with "another set of eyes." "I got different perspectives on issues that I thought I understood," she said. "These workshops will go a long way to helping create a better environment on each of our campuses."

Gray said her group "hashed out some great ideas" which will be passed along to College Council. "It's a place where you really can make changes," she said.

Upcoming workshops will be held on:

- **Thursday, November 1** (5 to 8 pm), St. James LIAD Boardroom, Room 224A
- **Thursday, November 8** (3 to 6 pm), Casa Loma Boardroom, 500 MacPherson
- **Wednesday, November 14** (12 to 3 pm), Nightingale, Room 330.

Lunch or dinner, as applicable, will be provided. Each session will include between 12 and 25 participants.

To register for one of the workshops, call Dale Hall at ext. 4646.

## So what is The City College *intranet*?

### 1) What is the intranet?

The "intranet" is a web site that was established to facilitate communication with and provide services to City College staff. The address is <http://132.132.3.1>

### 2) How is it different from the Internet?

Actually these terms refer to the network and a series of network protocols rather than the content on those networks or the web sites available. Most people think of the World Wide Web and web sites as the *internet*. In fact, the web is actually only one of many services available on the internet.

The George Brown College web site is the publicly accessible site that is available on the *internet* and is used primarily to market the college and its programs.

By contrast, the "intranet" is a private network, accessible only to the college community. The GBC intranet web site is one of the vehicles used to provide information for staff.

### 3) How do I log on?

The GBC intranet web site is currently accessible to staff from within the college, from computers running on the college network.(intranet)

### 4) What kind of information can I find there?

A wide range of information is available to staff on the intranet web site, including: Academic Policies, Guidelines and Codes of Conduct; Press Releases; The Staff Guidebook; internal survey reports; college organizational charts; the internal telephone directories, both white and yellow pages; a student recruitment activity calendar and Vision 2003 information and updates.

The site has subsections to provide additional information about Facilities Management, Finance, Human Resources and Information Systems.

### 5) How can I add news or information to the site?

Information can be added to

the intranet site by directing it through your department manager to the Webmaster, Wayne Herd.

### 6) How long have we had the GBC intranet site?

The City College intranet web site was established in December 1999 as a primary vehicle for internal communication. Among the first items to appear on the site were the "Focus on Renewal" change project updates.

### 7) How often is the information changed?

The information on our intranet web site is updated on an as needed basis.

### 8) Can I access the intranet from home?

No. This site is only accessible from within the college.

### 9) What plans are there for the future of the site?

The information available to staff will be expanded and the level of service and interactivity will be increased.

## GBC fashion students spend six weeks on a Mexican internship



Susan Duong (left) and Kathryn Nowina (right) were selected for a pilot internship project at Universidad Iberoamericana in central Mexico.

*This summer, two graduates of the College's Fashion Management program took part in a six-week internship pilot project in Torreón, Mexico, a city of 500,000 people, about 400 km north-east of Mazatlán. Susan Duong and Kathryn Nowina stayed with host Mexican families and divided their time between classes at Universidad Iberoamericana and working on fashion projects in local industry.*

*Susan and Kathryn left for Torreón on June 4. This is Kathryn's story:*

There are many preconceived ideas about Mexico, or any country for that matter. For me, Mexico meant either a beach party or a country that could make me so afraid that I would never leave the house! I was lucky. After flying into the one-room airport in the middle of the desert, I was confronted with neither of these. There was only a hospitality that is as warm as the temperature.

After a week of slowly adapting to Mexican culture, getting used to our Spanish immersion course and our work placement program at a local apparel manufacturing

plant, I began to feel right at home. With all the efforts made by faculty and staff at the university, my host family, and the wonderful people we met, it would have been difficult not to feel welcome!

The program was designed so that we spent four days each week at Universidad Iberoamericana, learning Spanish, international trade, and Mexican history and one day at LIGA Mayor, an apparel manufacturer, improving our industrial engineering and quality control skills. We attempted, along with three students from Southern Polytechnic University in Atlanta, Georgia, to bridge the gaps among the three nations that make up North America.

This exchange not only met my expectations, it far exceeded them! Challenges of the trip included extreme heat and culture shock. Despite this, it was the best experience of my life! And given the chance to do it all over again, I would not change a thing!

*Peter Felder, Coordinator, GBC Fashion Management Program, hopes to expand this project next summer.*

## news briefs

### Michael Maynard appointed Director of the new Graphic Design Centre of Excellence

On September 24, Paul Carder, Dean, Faculty of Business and Creative Arts, announced the appointment of Michael Maynard as Director of the tentatively named Graphic Design Centre of Excellence. This position is in addition to Maynard's existing responsibilities as Chair, School of Graphic Communications.

"As presently envisioned, the Centre will have at its core the current full-time programs (Graphic Design, Visual Arts Fundamentals and Digital Media) with targeted enrolment in 2003/04 of about 1,150 students," said Carder. "Over the next two years, Michael's major responsibilities as Director will be to expand the Centre's activities with the objective of being recognized as an integral, and important, part of the design community in Toronto."

### New book by City College professor aims to teach students how to write good essays

Bernie Gaidosch, a professor in the Faculty of Business and Creative Arts, recently published his first book. "The Professor's Secrets: Breaking the Silence – How to Write Essays and Term Papers" offers 160 pages on a new way of seeing the essay and aims to help students write better essays.

### Student Affairs raises \$294 for United Way

The GBC Student Affairs Department had their annual United Way \$0/\$50 draw on October 5. They raised almost \$588, half of which went to the United Way. Brian Dawe from Shipping/Receiving won the draw and took home the other \$294.

### New student-run fashion store opens

The new student-run fashion store on the Casa Loma Campus opened September 27. The grand opening celebration included refreshments, contests, and a runway show of some of the mens and ladies wear available for purchase at the store.

CITY! is run by the second-year Fashion Management program class. It includes original designs, jewelry, accessories and even fabrics. CITY! is open Mondays to Fridays from 10:30 am to 12:30 pm and is located in Room C432.

### It's a boy! Marketing Director's baby arrives!

Joyce Lamb, Director, Marketing and Communications, gave birth to Benjamin Alexander on October 18. Congratulations! Rosalie Starkey is taking over the marketing duties while Joyce is on maternity leave. Rosalie can be reached at ext. 4842.

## city college news

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Story ideas? Contact Rosalie Starkey at 415-4842 or rstarkey@gbrown.on.ca  
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